

# Event Notification



The Chartered  
Institute of Marketing  
**Kent Branch**

## Improving Response Rates

**Craig Hanna**  
e-consultancy  
February 25th 2009



**We all understand the importance of using the web but as more marketing budget is spent online it becomes increasingly important to make sure it's being used effectively? This session will run through some quick wins on improving your marketing and web presence and ensuring you are being as effective as possible.**

Specifically Craig will cover how you can:

- Get the most out of e-mail
- Make search marketing work more effectively
- Improve effectiveness through the design and usability of your website
- Track responses and use analytics to gain insight and save money

Craig is an experienced digital marketing consultant with over 10 years experience. He set up Internate, a full service digital agency, in 1999 and grew it to a top 50 UK agency (NMA) as Managing Director before merging with Designate in 2003. He continued in the merged agency as a partner and Head of Strategy until joining E-consultancy.

His current role with E-consultancy is to help businesses transform themselves, empowering them to take maximum advantage of the opportunities that digital can offer. Craig is also an expert in change and interim management, consultancy, recruitment, e-learning, qualifications, bespoke research, events and conferences. Craig currently works for leading brands including Thomas Cook, IPC Media, AMV BBDO, Turner Broadcasting, Random House, CMPi, Reed Business Information, DLKW.

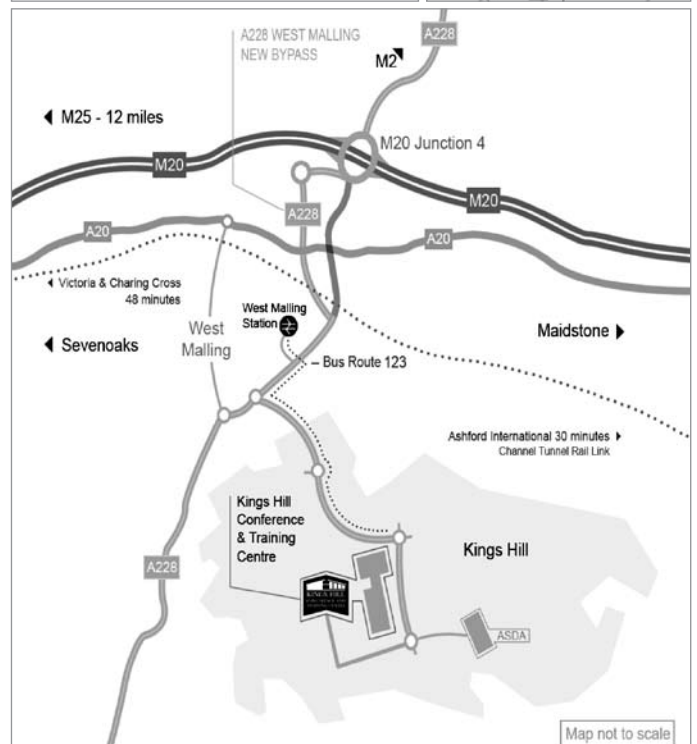
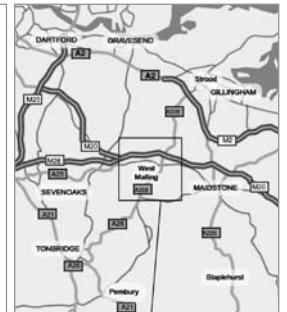
**Date:** Wednesday February 25th 2009  
**Time:** 7.00 p.m. Reception and Networking  
7.30 p.m. Speaker  
Buffet Supper  
**Cost:** £22.50 CIM members and students  
£27.50 CIM non-members (includes buffet supper)

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### How to find us

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 **By Rail**  
West Malling Station is approximately 50 minutes from London Victoria on the line to Maidstone East and Ashford (Kent). There are also some services running directly to and from London Bridge (40 mins). Kings Hill Business Park is 5 minutes by taxi from the station.  
**Local Connections:** Bus 123 connects West Malling Rail Station to the Business Park. Other bus routes provide direct connections with Maidstone, Tonbridge and Chatham.



### Events Booking:

In order to reserve your place for this event, please visit and book online at: [www.cim.co.uk](http://www.cim.co.uk)  
Alternatively call the events team on 01628 427120.